

Message Text

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ACTION ARA-10

INFO OCT-01 EB-07 ISO-00 CIAE-00 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 PRS-01 /033 W
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R 301808Z JUL 75

FM AMEMBASSY SAN SALVADOR

TO SECSTATE WASHDC 8716

INFO USDOC WASHDC

USIA WASHDC

UNCLAS SAN SALVADOR 3017

E.O. 11652: N/A

TAGS: AFSP, ES

SUBJECT: FY 1977 COMMERCIAL BUDGET PACKAGE

REF: STATE 177435, JULY 28

1. TWENTY SIX AMERICAN BUSINESS FIRMS PARTICIPATED IN THE U.S. PAVILION AT EL SALVADOR'S 6TH INTERNATIONAL TRADE FAIR SPONSORED JOINTLY BY THE EMBASSY AND PRIVATE ENTERPRISE WHICH WAS HELD ON NOVEMBER 1974 FOR A PERIOD OF THREE WEEKS. THE SITE IS LOCATED AT SAN BENITO, SAN SALVADOR WHICH IS APPROXIMATELY 4 MILES FROM THE CHANCERY.

2. AMERICAN EXHIBITORS PROVIDED APPROXIMATELY DOLS. 36,000 AS - THEIR CONTRIBUTION AND THE EMBASSY MOUNTED AND MANAGED THE PAVILION FOR THEM. THE FOLLOWING IS A BREAKOUT OF THE TYPES OF EXPENSES THAT WERE INCURRED:

DESCRIPTION OF EXPENSES	AMOUNT
A. RENT FOR EXHIBITOR'S NET SPACE PAID TO FAI AUTHORITIES	\$12,320
B. UTILITIES (ELECTRICITY, WATER, ETC.)	1,175
C. RENT FOR USE OF STANDS OWNED BY ARCHITECT ALWOOD WHO BUILT THEM FOR THE 1972 FAIR.	5,000
D. PAINTING OF STANDS	1,025
E. NAME DISPLAYS	300

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F. ELECTRICIAN, CARPENTER, REPAIRS, ETC 745

G. TRANSPORTATION SERVICES 380

PERSONNAL SERVICES	5,730	
1 ADMIN. ASSISTANT	1,000	
2 SECRETARIES	1,310	
5 GUARDS	1,340	
1 RECEPTIONIST	565	
2 CHARWOMEN & 1 COURIER	330	
1 PHOTOGRAPHER	680	
CONTRACTUAL CLEANING SERVICES	505	
SUB-TOTAL	5,730	
H. REPRESENTATION	1,200	
I. SUPPLIES & EQUIPMENT	500	
J. FURNITURE RENTAL	640	
K. BONUSES	350	
L. OTHER INCIDENTAL COSTS (PETTY CASH)	1,240	
TOTAL	\$30,605	

THE BALANCE IS BEING HELD IN AN ACCOUNT IN THE FNCB TO BE USED FOR THE NEXT TRADE FAIR WHICH WILL BE HELD NOVEMBER 5-22, 1976, WITH THE APPROVAL OF ALL 26 PARTICIPANTS IN THE 1974 FAIR.

3. POST HAS ARRIVED AT FIGURE OF \$15,000 AS AN ESTIMATED THIRD OF 1976 COST, TO BE FUNDED BY USG, SINCE TWO THIRDS ARE AGAIN EXPECTED TO BE FUNDED BY LOCAL PRIVATE ENTERPRISE. TOTAL COST WILL PROBABLY EXCEED THE 1974 ACTUAL BUDGET BECAUSE OF INFLATION.

4. THE POST HAS DECIDED THAT THIS BI-ANNUAL EVENT IS AN ONGOING PROGRAM DUE TO THE PRIORITY THE GOES ATTACHES TO US PARTICIPATION.
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